

Building Creative Economies: The Arts, Entrepreneurship, and Sustainable Development in Appalachia

**April 28 - 30, 2002
Asheville, North Carolina**

CONFERENCE PURPOSE

To share information about success stories using the arts and heritage to revitalize Appalachian communities. To share information about funding sources at local, state, and national levels for sustainable development using culture and heritage.

WHO SHOULD ATTEND

- Artists, arts organizations, state and local arts agencies
- State humanities councils and historical societies, heritage organizations
- Museums of all kinds - art, history, industrial, children's
- Federal, State and local economic development officials and agencies
- State and regional tourism officials and corporations interested in rural community development

ISSUES TO BE DISCUSSED

Marketing in the 21st Century
Cultural/Heritage Tourism
Downtown Revitalization
Heritage Areas
Artists as Entrepreneurs

INTENDED OUTCOMES

- Sharing of successful practices
- Recognition of the value of the arts in economic development
- Increased entrepreneurial activities by artists and arts organizations
- Increased access for artists and arts organizations to economic development funding
- Collaborations among artists, arts organizations, economic/community development specialists, and funders
- Development of state action plans

Funders and Partners

National Endowment for the Arts
Appalachian Regional Commission
Thomas S. Kenan Institute for the Arts
Kenan Institute of Private Enterprise
C. S. Mott Foundation

Supporters

Heinz Foundation
North Carolina Department of Cultural Resources
Southern Arts Federation
MidAtlantic Arts Foundation
World Bank Institute
Americans for the Arts

CONFERENCE AGENDA

Pre-Conference Opportunities (descriptions below)

Saturday, April 27 **World Bank Institute International workshop** (attendance limited)

Sunday, April 28 **Cultural Heritage Tourism workshop**

Sunday April 28

Evening	6:00 - 7:30	Reception Hors d'oeuvres and entertainment at Blue Spiral I Gallery
	8:00	Screening of new Appalshop film "Hazel Dickens: It's <u>Hard</u> to Tell the Singer From the Song," followed by a Q&A session with director Mimi Pickering. The documentary turns the spotlight on Dickens, the old-time country and bluegrass singer/songwriter and a pioneer of women's music.

Monday April 29

Morning	8:30-9:00	Opening Welcome / Introduction of Conference Sponsors
	9:00-9:30	Conference Goals Becky Anderson, HandMade in America
	9:30-11:30	Hear Here: Reports from the Field Regional reports based on working papers commissioned for the conference. Discussion will include: overviews of the region, the role living culture plays in the life of Appalachian communities today, individual case studies, and general topics for further discussion during the course of the conference.
Noon	11:45-1	Lunch Nurturing the Poetry of Place Patrick Overton, author of <i>Rebuilding the Front Porch of America: Essays on the Art of Community Making</i> Songs and stories from the mountains of western North Carolina by Sheila Kay Adams, music consultant, "Songcatcher"
Afternoon	1:00-1:30	Culture, Social Change and Public Metaphor: Arts, Entrepreneurship and Place-Based Public Policy Chuck Fluharty, Rural Policy Research Institute (RUPRI)
	1:45-3:15	Breakout sessions (6) - see listings
	3:45-5:15	Breakout sessions (6) - see listings
Break	5:15-7	
Evening	7pm	Dinner Welcome and remarks by Representative Cass Ballenger, Member of U.S. Congress (invited)
	8:30	Music Mountain Made (concert open to public) Asheville Community Theater A celebration of Appalachian culture, organized by George Holt, North Carolina Museum of Art

Tuesday April 30

Morning

8-9

Breakfast Roundtables

Pick your table for discussion on selected topics

9:15-10:15

Success Stories - How They Did It

Moderated by Bill Strickland, Manchester Craftsmen's Guild

Models of success at the individual, community and regional level.

- Wayne Henderson, musician, guitar-maker and National Heritage Fellow
- College of Appalachian Craft / Knott-Hindman Community Development Initiative, Hindman, Kentucky
- HandMade in America, Western North Carolina

10:30-12

Getting to Work on State Plans

Begin work on developing state action plans linking the arts, entrepreneurship and sustainable development.

Noon

12:15-2:30

Lunch

Building a Place for Culture in the 21st Century

Bob Lynch, President and CEO, Americans for the Arts

Where We've Been and Where We're Going

Conference review by Patrick Overton

Next steps at local, state, and national levels.

ONGOING - State information displays; resource room

Breakout Sessions

Interactive discussions between moderator, presenters and attendees.

Session 1 (1:45-3:15)

The Place of Art in the Art of Place

What's so Appalachian about Appalachian art? How the arts reflect and express a region's identity and the relationship between culture and a sense of place.

Telling Your Story: Presenting Place

Making sites and programs come alive by telling the story of a place or region through heritage and the arts is one of the guiding principles for successful and sustainable cultural heritage tourism. Find out how tourism supports local artists, contributes new revenue to local economies and creates a unique marketing strategy for destinations. Understand the role heritage areas, trails and corridors; museums; and other cultural attractions play in attracting visitors - and residents - to a destination.

Financing Business Start-up and Growth

What skills and abilities do investors look for when considering support of arts-related businesses? Discuss financing considerations from the investor's perspective. Explore the resources available for startups.

Life Long Learning and Conserving Local Heritage and Artistic Traditions

A look at avocational and lifelong learning in the arts as a means of conserving tradition and maintaining a way of life. Explore apprenticeships, summer workshops and school-based programs about local culture.

Marketing & Distribution

The marketplace has changed; reaching new markets and cultivating an informed market require new strategies. Innovative approaches in product marketing and distribution are being tested in the bricks-and-mortar storefronts and the point-and-click world.

Funding - Foundation Support and Federal Government Funding Opportunities **(REPEATED IN SESSION 2)**

Funding strategies that emphasize partnerships and thinking outside the box. A discussion with representatives from foundations and Federal agencies that provide grants and services for arts, economic/community development, and entrepreneurship.

Session 2 (3:45-5:15)

"Celebrate! Come On!: Event-Based Strategies"

Festivals, craft fairs and community-based events as cultural attractions and economic development tools.

Incubating Arts Businesses

In today's economic climate, it's not enough to be artistically creative; artists and arts organizations must also be innovative in finding ways to successfully support, market, and promote their work. Arts-based incubators assist in that process by providing a place where individuals and nonprofit groups can learn, exchange ideas, and receive practical business assistance.

The Arts, Community Entrepreneurship and Sustainable Development

Exploring the concept of sustainable development and how communities are combining environmental stewardship with economic development objectives.

Vocational Education and Entrepreneurship

New developments in arts-focused vocational instruction at the high school and post-secondary level.

Crafts Entrepreneurship: From Startup to Experience

The peaks and valleys of successful entrepreneurs who have crafted diversified, well-established companies.

Funding - Foundation Support and Federal Government Funding Opportunities **(REPEATED FROM SESSION 1)**

Funding strategies that emphasize partnerships and thinking outside the box. A discussion with representatives from foundations and Federal agencies that provide grants and services for arts, economic/community development, and entrepreneurship.

Pre-conference Opportunities

In addition to the main conference, there are opportunities for Saturday and Sunday workshops. Space is limited for these workshops; pre-registration is required.

Saturday, April 27 12 noon - 6 pm

International Workshop at Penland School of Crafts

Travel by bus to Penland, one of the premier craft schools in the US, located one hour north of Asheville, and choose between two options. The World Bank Institute is sponsoring a workshop featuring international delegates and staff, sharing ideas, slides and stories about the arts, entrepreneurship and sustainable development around the world. OR, Tour craft studios in the Penland area. This trip includes transportation from the conference hotel, box lunch, and a tour of Penland.

Fee: \$30.00 per person

Sunday, April 28 1-4 pm

Cultural Heritage Tourism Workshop

Cultural heritage travelers stay longer and spend more money than other kinds of travelers. Learn more about some of the most successful cultural heritage tourism programs in the country that have been featured in the recently released publication "Share Your Heritage: Cultural Heritage Tourism Success Stories." National experts Cheryl Hargrove of the HTC Group and Amy Webb, director of the Heritage Tourism Program at the National Trust for Historic Preservation, will lead the discussion.

Fee: \$30.00 per person

LOGISTICS

Conference Location

The conference is based at the Renaissance Asheville Hotel. Accommodations have been arranged for conference participants at the conference hotel and at an alternate hotel across the street. Both hotels are located in lively downtown Asheville, within easy walking distance of restaurants and shopping.

Conference hotel - Renaissance Asheville Hotel

One Thomas Wolfe Plaza, Asheville, NC 28801, 828-252-8211, www.renaissancehotels.com

Rooms are available at the conference rate of \$119 per night. Reservations must be made by March 29, 2002, by calling 1-800-468-3571 to receive the group rate. When making reservation, identify the group as "Building Creative Economies".

Alternate hotel - Best Western Asheville Biltmore

22 Woodfin Street, Asheville, NC 28801, 828-253-1851, www.bestwestern.com/ashevillebiltmore

Rooms are available at a rate of \$62.95 per night. Reservations must be made by March 29, 2002, by calling 1-888-854-6897 to receive the group rate. When making reservation, identify the group as "CGBCE - Building Creative Economies".

Conference Fee - \$95 per person

This fee includes all conference sessions, opening reception, Appalshop film screening, Monday evening concert, breakfast Monday and Tuesday, lunch Monday and Tuesday, and dinner Monday. Pre-conference opportunities are priced separately and fees are listed with the description. Tickets for the Monday concert are available for \$10 each for guests and the public. Conference registration payments are refundable except for a \$30 administrative fee if cancellation is made by April 5, 2002. A limited number of scholarships are available; for information, please contact Laurie Huttunen at HandMade in America, at 828-252-0121 or lauriehuttunen@aol.com.

Getting There

Asheville, in western North Carolina, is within easy driving distance of many cities in the Midwest, East and Southeast. For those flying, Asheville Regional Airport is served by USAirways, Continental, and Delta Connection. Other airports in the region are Greenville/Spartanburg, SC (1.5 hour drive), Charlotte, NC (2.5 hour drive), and Knoxville, TN (3 hour drive). Auto rental companies located at the Asheville Airport are Avis, Budget, Hertz, and National.

Welcome to Asheville

Asheville and western North Carolina are home to some of the oldest, newest, and most exciting arts institutions, as well as world-class galleries, shops and studios. We invite you to spend some time exploring these treasures when you come to town for the Building Creative Economies Conference.

To help you plan, here are some website addresses:

- Asheville Visitors Center - www.ashevillechamber.org
- HandMade in America - www.wnccrafts.org
- Southern Highland Craft Guild - www.southernhighlandguild.org
- Penland School of Craft - www.penland.org
- John C. Campbell Folk School - www.folkschool.org
- North Carolina Arts Council - www.ncarts.org and www.discovercraftnc

If you would like specific information, please contact Laurie Huttunen at HandMade in America, 828-252-0121, or lauriehuttunen@aol.com

Planning Committee

Becky Anderson, HandMade in America
Barry Bergey, National Endowment for the Arts
Jennifer Bremer, Kenan Institute of Private Enterprise
Peggy Bulger, American Folklife Center/Library of Congress
Jeanne Butler, Kenan Institute for the Arts
Alan Cooper, MidAtlantic Arts Foundation
Pam Curry, Center for Economic Options, WV
Ron Daley, Hazard Community College, KY
Ray Daffner, Appalachian Regional Commission
Paula Duggan, World Bank Institute
Agnes Gorham, TN Dept of Tourism Development
Teresa Hollingsworth, Southern Arts Federation
Laurie Huttunen, HandMade in America
Lee Kessler, National Endowment for the Arts
Bob Lynch, American for the Arts
Pennie Ojeda, National Endowment for the Arts
Fran Redmon, KY Craft Marketing Program
Susan Reid, First Tennessee Development District
Molly Theobald, Appalachian Regional Commission
Tony Tighe, National Endowment for the Arts
Joe Wilson, National Council for the Traditional Arts

TO REGISTER

Please complete form and submit, with payment, to:

BCE c/o HandMade in America

PO Box 2089

Asheville, NC 28802

FAX 828-252-0388

The information you provide will be used to create a directory of conference participants; please do not use abbreviations in title and organization names.

Name: _____ Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Phone: _(_____)_____ Fax: _(_____)_____

Email: _____ Website: _____

Amount enclosed

Conference @ \$95 per person = \$ _____

Pre-conference, Saturday, @ \$30 per person = \$ _____

Pre-conference, Sunday, @ \$30 per person = \$ _____

Concert, Monday, @ \$10 per non-conference guest = \$ _____

TOTAL = \$ _____

Method of payment

☐ Check (payable to Kenan Institute)

☐ Credit Card (circle one) - VISA, MasterCard, American Express, Discover

Credit Card # _____ Expires _____

Authorized signature _____

Please make your lodging reservations by March 29, 2002, at either the Renaissance Hotel or the Best Western Asheville Biltmore. (See *Location* for phone numbers.)

Please help us determine meeting room allocation by circling first and second choices for each breakout session.

This does not commit you to attend that session.

Session 1 (1:45-3:15)

1 2 The Place of Art in the Art of Place

1 2 Telling Your Story: Presenting Place

1 2 Financing Business Start-up and Growth

1 2 Life Long Learning and Conserving Local Heritage and Artistic Traditions

1 2 Marketing & Distribution

1 2 Funding - Foundation Support and Federal Government Funding Opportunities

(REPEATED IN SESSION 2)

Session 2 (3:45-5:15)

1 2 "Celebrate! Come On!: Event-Based Strategies"

1 2 Incubating Arts Businesses

1 2 The Arts, Community Entrepreneurship and Sustainable Development

1 2 Vocational Education and Entrepreneurship

1 2 Crafts Entrepreneurship: From Startup to Experience

1 2 Funding - Foundation Support and Federal Government Funding Opportunities

(REPEATED FROM SESSION 1)

You will receive a confirmation prior to the conference, including a copy of the working papers commissioned for this conference. Please read and bring these materials to the conference.

Questions?

Contact Laurie Huttunen at HandMade in America, at 828-252-0121, or lauriehuttunen@aol.com